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CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

FCC'S MCKINNEY ASSERTS TECH OVERSIGHT NOT A LOCAL MATTER

TCI, TIME INC. AND COMCAST MAY MAKE JOINT BID FOR GROUP W CABLE

ENDENT STATIONS RUNNING ADS AGAINST MUST-CARRY SWITCH-OUTS

HERITAGE PREPARING TO ENTER TVRO BUSINESS

SCREENING THE OPTIONS: COMCAST SET FOR MAJOR GROWTH

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CableVision

LEADING THE WEEK

NATOA conference 11
Technical regulation must stay in Washington, according to the FCC's James McKinney as he spoke before a frustrated and skeptical crowd at the fifth annual National Association of Telecommunications Officers and Advisors conference.

Group W bid 11
Comcast, TCI and Time Inc. may make a joint bid for Group W's 140 systems.

Heritage eyes TVRO sales 12
With its agreement to purchase descramblers and backyard decoders from M/A-COM, Heritage Communications Inc. becomes the fourth MSO to align itself with M/A-COM's scrambling technology and the first to purchase decoders for sale to the backyard dish market.

Independent campaign 12
Independent stations are trying their own remedy to stay on the air after the elimination of must-carry rules by urging customers to demand cable operators carry local stations.

Great Lakes Expo 14
The four-year-old Great Lakes Expo trade show in Indianapolis had a revamped structure that has produced new attendance and exhibitor records.

Texscan restructuring 15
Having posted a first quarter 1985 loss of $3.5 million, Texscan will lay off more than 10 percent of its 2,300 person workforce as one of many steps the company feels it must take to regain its financial footing.

Court drops R.I. case 15
The U.S. Court of Appeals has removed an October 1983 District Court ruling from the books. The lower court decision upheld Rhode Island's public access requirements and was a sore spot in a string of First Amendment victories for cable television.

Rainbow restraining order 18
Granted a temporary restraining order by the U.S. District Court requiring MGM/UA to fulfill the terms of its agreement with Rainbow. Rainbow will be allowed to present 11 films from the MGM/UA library this month.

New FCC rules expected 19
In the wake of the Alabama Power decision, the FCC's general counsel's office will seek authority to remand nine pole attachment rate decisions currently before federal appeals courts, with new rulemaking on its rate formula expected.

Emphasis on system-level 19
The Cable Television Administration and Marketing Society will focus on the needs of system managers at its first General Management Conference in New Orleans this week.

Adams-Russell wins in Mass. 20
The FCC reasserted its preeminence in the field of signal carriage regulation last week when it ruled that the town of Maynard, Mass., could not revoke the Adams-Russell franchise because of the operator's refusal to carry two distant signals required by the franchise.

TOPICS

Review 28
Dick Cavett is in "top form again" on his new talk show onUSA Network according to Reviewer Bob DiMatteo. This show may provide Cavett with the environment to be his relaxed, witty self.

Departments

Programming 28
Business & Finance 29
Stock Market 32
People 33
New Products 34
Classifieds 37
Events 39
Advertisers' Index 39
Cable Stats 40
Parting Words 42

ON THE COVER

Thanks to a pioneer approach to financing techniques, Comcast is one of the nation's most profitable cable companies; with cash reserves of more than $200 million. However, the company is now willing to risk its 13-year earnings record to accomplish its strategic growth objectives. A recent acquisition is Caltec Cablevision in Baltimore, where Comcast has introduced cross-channel informational messages produced by Cable Promotion Network. Shown on the cover is the Caltec control center.

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	201	3,300,000
Arts & Entertainment (A&E)	2,100	17,300,000
Black Entertainment Television (BET)	486	10,159,588
Cable News Network (CNN)	8,236	33,960,000
CNN Headline News	2,716	16,980,000
C-SPAN	1,950	21,500,000
CBN Cable Network	5,551	29,715,000
Commerce Satellite Network	NA	NA
Country Music Television	300	5,300,000
The Discovery Channel	400	8,000,000
ESPN	10,857	36,500,000
Eternal Word Television Network (EWTN)	267	4,300,000
Family Guide II Network	6	90,000
Financial News Network (FNN)	1,200	18,700,000
Home Shopping Network	324	6,200,000
The Learning Channel	675	5,800,000
Lifetime	2,600	26,600,000
Modern Satellite Network (MSN)	505	10,500,000
Music Television (MTV)	3,100	26,200,000
The Nashville Network	3,500	23,800,000
National Christian Network (NCN)	91	1,333,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	4,045	23,700,000
Odyssey	NA	NA
PTL The Inspirational Network	1,200	12,500,100
Satellite Program Network (SPN)	561	11,000,000
Silent Network	232	7,200,000
SIN Television Network	364	32,758,700
Trinity Broadcasting Network	409	5,852,000
USA Network	4,200	30,600,000
Video Hits One	547	7,003,000
The Weather Channel	1,780	18,300,000
WGN-TV	1,780	16,112,000
WOR-TV	1,494	5,430,000
WPIX-TV	152	1,785,000
WTBS-TV	9,863	34,809,000

Pay services

American Extasy	6	60,000
American Movie Classics	125	260,000
Bravo	132	142,000
Cinemax	3,200	3,333,000
The Disney Channel	2,450	2,100,000
GalaVision	230	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	400	300,000
Showtime	3,200	5,400,000
The Movie Channel	3,250	3,250,000
The Nostalgia Channel	55	175,000
The Playboy Channel	580	732,000
Private Ticket	4	NA

Audio services

Cable Radio Network	14	1,100,000
Lifestyle	349	2,566,367
Moody Bible Institute	53	675,023
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo Inc.	75	1,115,919
Studioline	NA	NA
WFMT Chicago	154	1,013,000

Text services

AP News Cable	325	4,300,000
AP News Plus	30	700,000
Cable Sportstracker	5	272,000
Dow Jones Cable News	173	2,450,000
Electronic Program Guide (EPG)	255	4,840,000
EPG Jr.	NA	NA
Genesis Cable Storytime	21	686,000
Reuters News View	325	3,250,000
TV Decisions	106	2,826,801
UPI Data Cable	450	4,000,000
X Press	NA	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	6	4,655
Nippon Golden Network	7	8,400
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	8	450,000
The Ecumenical Channel	6	148,000
KTVT	57	1,272,000
Life Newsvision	24	96,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	2	135,000
Newsday Cable	1	240,039
Texas Cable Network	15	800,000

Pay services

Dodgervision	40	NA
Home Sports Entertainment Houston/Dallas	80	135,800
Home Team Sports	60	158,000
New England Sports Network	72	53,279
PRISM-Philadelphia	87	380,000
Pro-Am Sports	94	103,000
Sport-Channel (New England)	68	95,000
Sport-Channel (New York)	52	425,000
Sports Vision (Chicago)	26	107,000
Z Channel	21	95,000

Announced services

Regional services	Expected Launch
Prime Ticket Network	10/85

Satellite-fed services

ABC pay-per-view service	1st Quarter 1986
Apollo Entertainment Television	TBA
The Book Channel	1st Quarter 1986
The BuenaVision Channel	TBA
Cabletix	TBA
C.O.M.B. Value Network	1st Quarter 1986
The Choice Channel	11/85
Discovery Computer Network	4th Quarter 1985
Discovery Financial Network	4th Quarter 1985
Discovery Music Network	4th Quarter 1985
El Canal Musical	4th Quarter 1985
Ethnic Radio Networks	TBA
The Exchange	4th Quarter 1985
International Business Network	4th Quarter 1985
Magicable	TBA
Movie Time	1/86
Peoples' Choice	4th Quarter 1985
Satellite Concert Network	TBA
Showtime/TMC Pay-Per-View Network	TBA
Softcast National Digital Network	10/85
Telstar Pay-Per-View Service	TBA

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217.
NA denotes not available.
TBA denotes to be announced.

1. Total SIN reach: Spanish-speaking households 4,114,430.

Source: Subscriber and affiliate counts are provided by the programmers or the International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E
AT&T (Corp.) (R)
AT&T International (R)
AT&T Residential (N)
Australian Tourism (N)
BMW (N)
Baldwin Pianos (R)
Bolla Wine (N)
British Airways (R)
Buick (N)
Commodore (N)
Dean Witter (N)
Delco (N)
Dell Publishing (N)
Ford (N)
GTE (N)
General Mills (N)
IBM (N)
Intel Cable (N)
KLM Royal Dutch Airlines (N)
Kodak (N)
Merrill Lynch (N)
Mitsubishi (N)
Ralston Purina (N)
Shearson Lehman (N)
Twentieth Century-Fox (N)
United Nations Plaza (N)
Zenith (N)

BET
Adolph Coors (R)
Ajay Enterprises (R)
American Beauty Products (R)
Anheuser-Busch (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (R)
Kraft (R)
McDonald's (R)
MGM/UA (N)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Pro-Care (R)
Proctor & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Singer Vacuum Cleaners (N)
Soft Sheen Products (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps (R)
Warner Lambert (R)
William Wrigley Jr. (R)

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (R)
Gannett (R)
General Instrument (R)
GM (R)
M/A-COM (R)
McDonnell Douglas (R)
Merrill Lynch (N)
Time (R)
Times Fiber (R)

ESPN
AC Delco (R)
American Motors (R)
Anheuser-Busch (R)
Australian Tourist Commission (N)
Blistex (R)
Canada Dry (N)
Delco Electronics (N)
Emerson Radio Corp. (N)
Esquire Magazine (R)
Ford (R)
Fram (R)
FTD (N)
Kelloggs (R)
Kendall Oil (R)
Le Tigre (N)
Mitsubishi (R)
North Star Industries (N)
Poulan (R)
Rolex (R)
Sears (R)
Treco (R)
U.S. Tobacco (R)
Zenith (R)

FNN
Allstate (N)
Avis (R)
AT&T (R)
Best Western (N)
Charles Schwab (R)
Chicago Board of Trade (N)
Chrysler (R)
Commodore Computers (N)
CSX Corp. (N)
Dow Jones (R)
Ford Corp. (R)
GMAC (R)
GM Corp. (R)
The Hartford Insurance (N)
Hayes Corp. (R)
Hong Kong Tourist Bureau (R)
International Trading Group (N)
InterNorth (R)
Intex (N)
ITT (R)
Kansas City Board of Trade (R)
Merrill Lynch (R)
Nynex (R)
United Airlines (R)
USA Today (N)
Wall Street Journal (R)
Xerox (R)
Zion Banking (R)
Zweig Forecast (R)

The Learning Channel
American National Cellular (R)
Barron's (R)
Charles Schwab (R)
Investor's Daily (R)
Smithsonian Magazine (R)
Standard & Poor's (R)
Working Woman Magazine (R)

Modern Satellite Network
American Motors (R)
Anheuser-Busch (R)
California Raisin Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes-Benz of North America (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
Upjohn (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)
World Book (R)

SPN†
Bayer
Best Western
Budweiser
Casio
Continental Airlines
D-Con
Esquire Magazine
Evenflo
Fisher-Price
Heinz
Hilton
Huggies
Hummingbird
Ivory Snow
Johnson & Johnson
Kodak
MasterCard
Maytag
National Liberty Insurance
Norelco
Pellon
Playboy Magazine
Playtex
Ranger Boats
Redman Chewing Tobacco
Royal Computers
Rubbermaid
Time + Life
Trilene
Tropicana
United Airlines
Windjammer Cruises
Yamaha

The Weather Channel
American Home Products (R)
American Motors (R)
Aris Isotoner (N)
AT&T Communications (R)
Dannon Yogurt (R)
DuPont (R)
General Mills Inc. (N)
General Motors Corp. (R)
The Hartford Insurance Co. (R)
Italcable (R)
Kimberly Clark (R)
La Quinta (N)
Lee Pharmaceuticals (N)
Michelin Tire Co. (R)
Phillips Petroleum (R)
Plough Inc. (R)
Proctor & Gamble (R)
Prudential-Bache (R)
Puerto Rican Tourism (N)
Quaker State (R)
Ralston Purina (R)
Sears Roebuck (R)
3M(R)
Thoro Systems (R)
Union Carbide (R)
United Airlines (R)
Warner Lambert (R)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.